



## Arizona Visitor Profile

### Total Domestic Overnight vs. Leisure Visitors to Arizona Year End 2006

	TOTAL OVERNIGHT	Leisure
Total Number of Domestic Visitors	31.7 Million	24.2 Million
Average Length of Stay	3.2 Nights	3.4 Nights
Average Age of Visitor	47 Years	47 Years
Average Annual Income	\$75,400	\$74,600
Average Travel Party Size	2.1 People	2.3 People

### What are their primary Arizona activities?

	TOTAL OVERNIGHT	Leisure
Sightseeing	22%	28%
Nature	21%	26%
Culture	15%	17%
Attractions	14%	17%
Outdoor/ Sports	7%	9%

### Where do they come from?

	TOTAL OVERNIGHT	Leisure
Arizona	33.0%	31.3%
California	28.4%	29.5%
Texas	3.9%	3.7%
New Mexico	3.3%	2.8%
Nevada	2.9%	3.1%
Illinois	2.7%	2.7%
Colorado	2.5%	2.7%
Michigan	2.2%	2.8%
New York	2.1%	2.6%
Florida	1.7%	1.7%

### Where do they go?

	TOTAL OVERNIGHT	Leisure
Phoenix and Central	47.6%	46.2%
Northern	17.3%	18.8%
Tucson and Southern	16.9%	17.6%
West Coast	6.2%	6.5%
North Central	5.8%	5.1%
North Central	5.8%	5.1%

### Quarter of Travel

	TOTAL OVERNIGHT	Leisure
1 <sup>st</sup> Q (Jan-Mar)	29.0%	29.0%
2 <sup>nd</sup> Q (Apr-Jun)	23.0%	23.0%
3 <sup>rd</sup> Q (Jul-Sep)	23.0%	23.0%
4 <sup>th</sup> Q (Oct-Dec)	25.0%	25.0%

### Main Mode of Transportation

	TOTAL OVERNIGHT	Leisure
Auto Travel	61.0%	65.0%
Air Travel	28.0%	26.0%
Other Transportation	11.0%	10.0%